

Course Template

1. Basic information

- Course Name: Media and Communication
- Course Code: HM101A
- Level (UG, PG): Undergraduate
- Academic Period: 2014
- Faculty: Faculty of Technology
- Department: Film Journalism and Media
- PMB: LMS
- Offered at:
- Type (single, joint.): SI
- Highest Award : Bachelor of Arts (Honours)
- All possible exit awards : Bachelor of Arts; Certificate of Higher Education; Diploma of Higher Education; Institutional Undergraduate Credit
- Award notes :

Professional Body Recognition

- Accreditation by Professional/Statutory body:

No
- Exemption by Professional/Statutory body:

No
- Details
- Modes of attendance: Main MOA: Full-Time
Other MOA: Part-Time; Previously Full Time, ET or IT for All Session;
Previously Part Time, ET or IT for All Session
- Mode Notes:
- Course leader: Alastair Gordon

2. Entry Requirements and Profile

240 points with a C in a related subject.

3. Course Description

Characteristics and Aims

Single Honours Media and Communication at DMU provides students with an in depth introduction to Media and Communication Studies at level 4. It proceeds to provide the opportunity to choose from a wide range of modules from a variety of theoretical, critical, analytical, professional and creative perspectives.

The programme aims to:

- Study the production, circulation and consumption of media and communication in a variety of contexts
 - Investigate the role of Media and Communication : in the global economy and in shaping and influencing political, social and cultural life
 - Provide opportunities to engage in a diverse range of critically and theoretically informed media and communication practices
 - Critically and theoretically analyse media texts and processes
 - Investigate the reception of media considering shifts in the role of the con/pro summer

- Encourage independent media and communication research and practice

Teaching, Learning and Assessment Strategies

Lectures, seminars, workshops, screenings, independent study, tutorials, assessment and assessment feedback.

Essays, reports, blogs, portfolios of practical and critical work, seminar presentations (individual and group)

Dissertation, reflective journals.

4. Outcomes

Generic outcome headings	What a student should know and be able to do upon completion of the course
<ul style="list-style-type: none"> Knowledge & understanding 	Knowledge and understanding of the: <ul style="list-style-type: none"> - industrial, social and historical contexts of production, - practical aspects of photography and video and digital media - circulation and reception of media and communication - media forms and modes of representation - systems of meaning production - relevance of new technologies to media and communication production - value of a range of research methods - critical analysis and evaluation
<ul style="list-style-type: none"> Cognitive skills 	<ul style="list-style-type: none"> - Critical and analytical thinking - Selecting appropriate research methods - Organising and synthesising primary and secondary evidence - Understand and evaluate diverse conceptual frameworks and theoretical perspectives - Construct and advance arguments drawing on evidence - Problem solving - Critical reflection on their own learning and development - Critical reflection on the creative possibilities of media and communication practices and technologies
<ul style="list-style-type: none"> Subject specific skills 	<ul style="list-style-type: none"> - Evaluate the value of different critical, theoretical and practical perspectives in an interdisciplinary field - Apply appropriate theories and methods to the analysis of media and communication - Design and complete an independent research dissertation or negotiated theoretically informed practical project
<ul style="list-style-type: none"> Key Skills 	<ul style="list-style-type: none"> - Communicate effectively in a range of written and spoken styles and forms - Articulate lucid and succinct arguments - To work effectively in teams and individually - Identify appropriate methods to engage with media and communication critically - Use IT expertly to research and present

	work - Accurately use citation and bibliographic references
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5. Structure and Regulations

Relationship Details

<u>Module</u>	<u>Credits</u>	<u>Level</u>	<u>Take/Pass</u>	<u>Semester</u>	<u>Locations</u>
MEDS1000	30.00	1	Must Take	Y	DM
MEDS1100	30.00	1	Must Take	Y	DM
MEDS1101	30.00	1	Must Take	Y	DM
PHVP1405	30.00	1	Must Take	Y, SY	DM
MEDS2000	30.00	2	Must Take	Y	DM
MEDS2005	30.00	2	Neither	Y	DM
MEDS2006	30.00	2	Neither	Y	DM
MEDS2007	30.00	2	Neither	Y, SY	DM
MEDS2008	30.00	2	Neither	Y, SY	DM
MEDS2009	30.00	2	Neither	Y, SY	DM
MEDS2010	30.00	2	Neither	Y	DM
PHVP2430	30.00	2	Neither	Y	DM
AMAN3040	30.00	3	Neither	Y	DM
MEDS3000	30.00	3	Must Take	Y	DM
MEDS3106	30.00	3	Neither	Y	DM
MEDS3107	30.00	3	Neither	Y, SY	DM
MEDS3108	30.00	3	Neither	Y	DM
MEDS3109	30.00	3	Neither	Y	DM
MEDS3110	30.00	3	Neither	Y	DM
MEDS3111	30.00	3	Neither	Y, SY	DM
MEDS3112	30.00	3	Neither	Y, SY	DM
MEDS3113	30.00	3	Neither	Y, SY	DM
MEDS3114	30.00	3	Neither	Y	DM
PHVP3416	30.00	3	Neither	Y	DM

Structure

Structure notes

Course Specific Differences or Regulations

Numbers at sites, including partner institutions

Relevant QAA Subject Benchmarking statement(s)

6. Quality Assurance Information

QA of Workbased Learning

Liaison with Collaborative Partners

Procedures for Maintaining Standards

Course Handbook Descriptor